

# Successful PAC Solicitations



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**Amie Adams,** President



Every campaign  
begins with clear  
goals

EXPERTS IN POLITICAL INVOLVEMENT

**DUNN**  
ASSOCIATES

# Let's talk strategy:



**DESIRED  
ACTION**



**ORGANIZATIONAL  
CULTURE**



**AUDIENCE**



**MESSENGERS**



**FORMATS**



**TIMING**

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A wide-angle photograph of a large, flat agricultural field. The foreground and middle ground are covered in dark, tilled soil with visible tire tracks and some sparse, dry vegetation. In the background, a long, straight center pivot irrigation system extends across the horizon. Beyond the field, there is a line of bare trees under a pale, overcast sky.

**You can't grow a garden in a  
barren field**

ANNETTE HOPKIN

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# A 360° Approach



**Email**

**Video**

**Audio**

**Meetings/webinars**

**Direct Mail**

**Peer-to-peer**

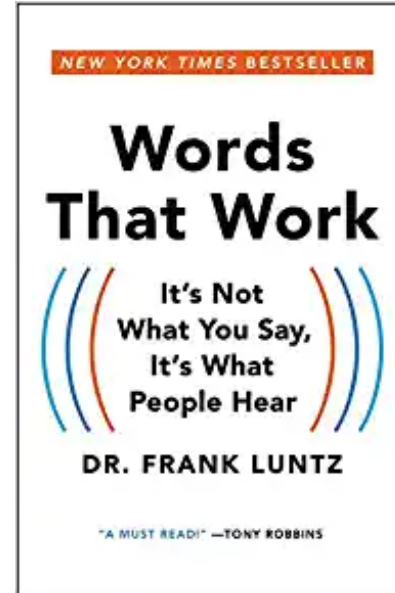
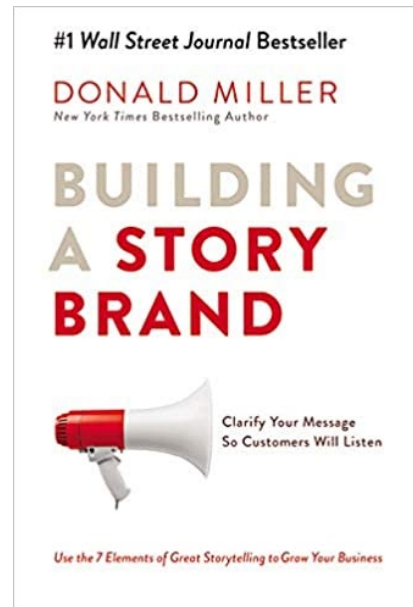
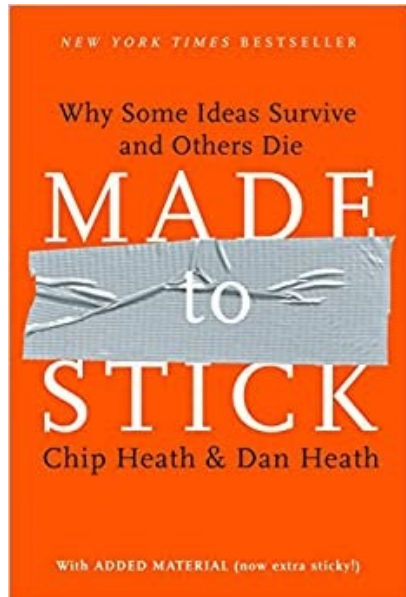
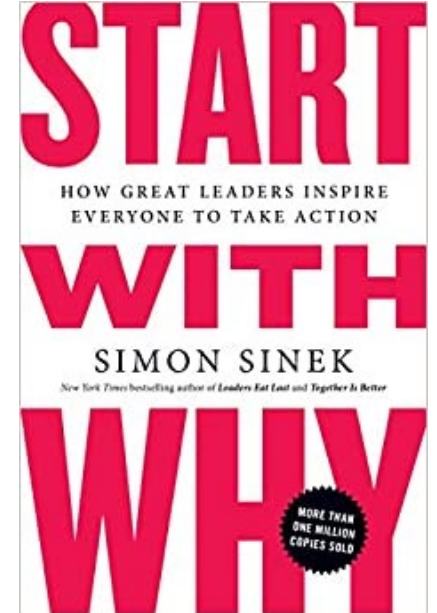
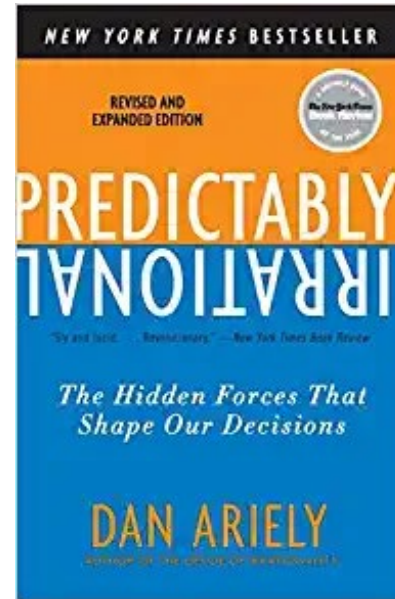
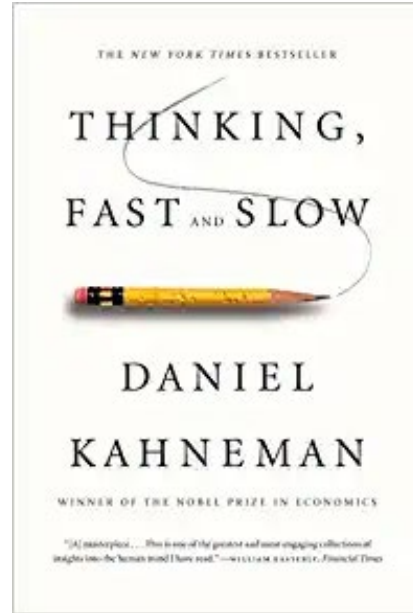
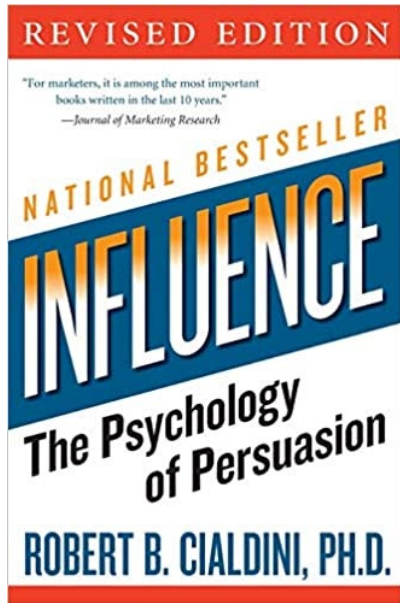
# Keep Evolving

Make one improvement every year  
Look for inspiration everywhere



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Dear Colleagues:

Our company is changing in response to changes in the external environment in which we operate and in the current legislative environment. Even as we make changes in our business, we continue our commitment to perform – and to win – the right way. I am convinced that the right way to win in the political arena is through ACME PAC, our employee political action committee.

ACME PAC provides each of us an opportunity to strengthen our voice on public policies concerning our company and the X industry. The public policy decisions made by our lawmakers have a very real impact on our company and our future. The current debates on issues concerning issue A and issue B, for example, could have serious, negative effects on our business, and they point to the need for us all to be involved.

With our voluntary financial support, ACME PAC aims to help elect candidates who understand the needs of our company and industry and who will make decisions that protect our future. I believe ACME PAC deserves our understanding and support. For these reasons, I am asking you to make a decision during the month of July about participating in ACME PAC. The ACME Leadership Team and I have endorsed a company-wide effort by ACME PAC to bring its message to you and your colleagues. As part of our efforts to encourage your support of ACME PAC, two new programs that benefit contributors have begun:

- *ACME PAC Leaders* and *ACME PAC Innovators* are clubs that recognize employees who choose to make a strong commitment to the PAC, and
- *ACMEPAC-Match* is a program that matches your contributions to the PAC with corporate contributions to charities of your choice.

During July, you may be asked to attend a brief meeting about ACME PAC or receive special communications from one of your peers. I urge you to use these opportunities to learn about ACME PAC, to carefully consider what your peers have to say, and then make an informed decision about your participation. If you have already made that decision, thank you.

Participation in ACME PAC is voluntary. You have the right to refuse to participate without any reprisal. Contributions to ACME PAC will be used for political purposes and are not tax deductible. Please understand, however, that our competitors and opponents are actively involved through their own PACs, and they are looking out after their own interests. We must do the same or risk not having our voice heard amidst all the competing ideas in the policy-making process. Also, please note that federal law requires us to use our best efforts to collect and report the name, mailing address, occupation and name of employer of individuals whose contributions exceed \$200.00 in a calendar year. To learn more about ACME PAC, please visit the ACME PAC website at [www.pacweb.com/ACMEpac](http://www.pacweb.com/ACMEpac).

ACME PAC is the right way each of us can help our company win in the changing legislative environment. Please join me in support of ACME PAC.

Alfred E. Newman

# What Science Tells Us:



**SOCIAL  
PROOF**



**OPTIMISM  
BIAS**



**STATUS QUO  
BIAS**



**LOSS  
AVOIDANCE**



**NOW >  
FUTURE**



**CONCRETE  
LANGUAGE**

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A close-up photograph of two bees on a bright yellow flower. The bees are positioned on either side of the flower's center, which is a textured, yellow-green disk. The petals are a vibrant yellow and slightly blurred in the foreground and background. The background is a soft, out-of-focus green.

# Communicating Today

# Common Mistakes



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# You have a story to tell

# The Checklist

- ✓ **Write to one person—know who they are**
- ✓ **Be specific**
- ✓ **Write like you speak**
- ✓ **Share your PAC's value—tie it back to the business/industry**
- ✓ **Be visual when you can**
- ✓ **Respect your writing process**
- ✓ **Repeat. Repeat. Repeat.**

A close-up photograph of a hand planting a small, light-colored seed into dark, rich soil. The hand is positioned at the top center, with the thumb and index finger holding the seed. The soil is dark brown and textured, with several other seeds visible in the foreground and background, some in focus and some blurred. The lighting is soft, highlighting the texture of the soil and the skin of the hand.

# Ready to Write?

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Please regard, for a moment, just a few of Acme's public policy issues: taxes, trade, corporate governance.

Doesn't this confirm that our political involvement, both as a company and as leaders, *must be* a high priority? While we would not necessarily choose many of these issues to be on our legislative plate, the fact is the public policymaking process can and does define our business priorities in all too many instances.

While we cannot overcome that fact, we can indeed influence whether public policy outcomes are negative or positive for our company. Much, you may think, depends on how our lobbyists, executives and other officials explain the facts of our position on an issue. And make no mistake—facts are important. But every company has facts. It's political power, *the presence of political strength that makes our facts persuasive*, that is the defining factor in decisions made on Capitol Hill and in statehouses. That's where ACMEPAC comes in.

ACMEPAC is one of the most broad-based employee PACs in the country. It's also one of the most successful. If you're already a member, take some well-deserved credit for this, because your leadership on this front inspires others. And it certainly makes talking about ACMEPAC with your direct reports easier and more credible.

Challenging economic times open the door to legislative proposals that seek revenue from many sources, including our industry. Challenging corporate times could make us even more vulnerable to these proposals.

Therefore, I ask you to make ACMEPAC a priority. If you're already a member, please evaluate your level of support and determine whether it meets the leadership guideline. If you have not already joined ACMEPAC, now is the time.

Please use the enclosed materials to convey the importance of ACMEPAC to your employees and other, if any, direct reports. You may do this in a regularly scheduled meeting during May, and PAC Champion will be glad to assist. ACMEPAC Champions and advisory council members will be conducting a company-wide membership solicitation in June, so the return of enrollment cards from leaders by the end of May will provide additional momentum to the general campaign.

Now more than ever, Acme needs political strength to make its facts persuasive, and ACMEPAC needs your leadership. Together, we can make it happen.

Sincerely,  
Jim  
(Add disclaimers)

**Just start writing!**



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